

ABSTRACT

The rapid development of the automotive industry in Indonesia, particularly in two-wheeled vehicles, demands continuous growth and adaptation in vehicle maintenance service or autocare. The increasing number of two-wheeled vehicle owners in Indonesia, especially in the city of Bandung, highlights the high demand for maintenance services. Despite the wide distribution of autocare, there are still significant issues, such as difficult to find locations, uncertain queues, and unclear sparepart availability, which pose challenges for customers. To solve these issues, an innovative solution in the form of a mobile application is proposed to tackle these challenges aimed at enhancing service quality and meeting customer needs. This study focuses on designing a prototype for a mobile application for customer, emphasizing user interface development using a design thinking approach. The expected outcome of this research is a partial solution for customers. The study employs qualitative methods, including observation, interviews, questionnaires, and literature reviews. Collected data will be analyzed using comparison matrices, with a primary focus on prototype design, user interface, user experience, and mobile application functionality. This approach aims to understand how a well-designed mobile application prototype can meet user needs effectively. It is anticipated that this solution will address existing issues and improve overall service delivery.

Keywords : autocare, design thinking, user interface, user experience, mobile application.